

## “ ABOUT ME

Working in collaboration with product managers, developers, executives, design teams I help take products and make them into industry leading solutions. Leading user research and testing efforts, gathering market research, understanding business goals and knowing the capabilities and limitations of the technology are necessary for success. Then translating these into simple user personas, user journey maps, components, sitemaps, interaction patterns, wireframes and prototypes. Iterating and reevaluating features and roadmaps based on data and testing to make and refine world class experiences.

By helping organizations implement prescriptive levels of UX process it allows us to range from the simplest of iterative processes to more complex processes for the largest of features. This is especially helpful in smaller organizations and organizations that haven't had a strong UX presence. It can allow us to work and move faster on the smaller features while a fuller process can be injected within the larger product and development processes for future releases. This then adds speed to the entire cycle. Testing design prototypes rather than developed software significantly cuts our time spent redeveloping features that missed the mark.

Bringing the cross organizational teams together to collaborate on the products helps build trust and speed helps to ensure we deliver features that meet customer needs, user requirements, and business goals. Uniting teams in these efforts helps to create a feeling of ownership for the vision of the product. Cross collaboration also generates more ideas from a more diverse group and can lead to unexpected insights and innovations.

Retaining the UX/UI integrity of the products can be a difficult task. By implementing living component and pattern libraries accessible to everyone that can live and change with user needs and business goals. This method facilitates UX at scale by democratization of the styles and patterns into replicable defined experiences. Then we can more quickly and easily iterate because we are all speaking the same design language. This library is not simply a design artifact but should also be used by teams across the organization to ensure consistency as well as facilitate easy future changes.

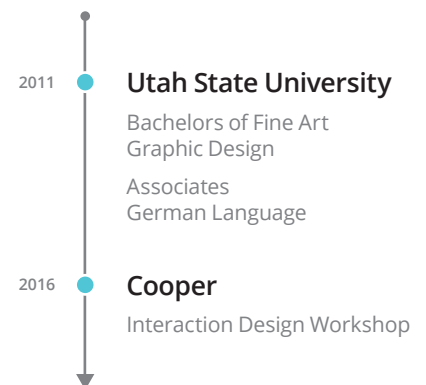
## CONTACT

 801.726.4617

 steven@stevenjeppesen.com

 linkedin.com/in/stevenjeppesen

## EDUCATION



## EXPERIENCE

